



**City of Scottsdale
Tourism Development Commission
Regular Meeting**

MARKED AGENDA

8:00 a.m., Tuesday, November 17, 2009
Gateway to the Preserve Conference Room
18333 N Thompson Peak Parkway
Scottsdale, Arizona 85255

1. Call to Order/Roll Call

John Holdsworth, Chairman
Kate Birchler
Sam Fox
Richard Bibee

David Richard
Mike Surguine, Vice-Chairman
Leon Young

All Commissioners present except Chairman Holdsworth and Commissioner Young.
Commissioner Fox left at 9:34 a.m.

2. Approval of Minutes

Commission discussion and possible action regarding October 20, 2009, and October 27, 2009, Special meeting minutes. (Attachment No.1, 2)

Motion to approve the October 20, 2009 minutes by Commissioner Bibee; Seconded by Commissioner Richard. Motion approved 5-0. Motion to approve the October 27, 2009 minutes by Commissioner Birchler; Seconded by Commissioner Richard. Motion approved 5-0

3. Manager's Update

Staff Contact: Kathy O'Connor, Tourism Development Manager

- a. Staff bed-tax collection report (Attachment No. 3)
- b. Bed Tax Proforma (Attachment No. 4)
- c. Smith Travel Report (Attachment No. 5)
- d. Managers Update

4. General Plan Update and Possible Action on Commissioner Appointment to the General Plan Working Group

Staff Contact: Carrie Wilhelme, Senior Planner

Tabled



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING KATHY MONTALVO AT 480-312-7989 or KMontalvo@ScottsdaleAZ.gov. REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION. FOR TTY USERS, THE ARIZONA RELAY SERVICE (1-800-367-8939) MAY CONTACT KATHY MONTALVO AT 480-312-7989.

5. Scottsdale Cultural Council Program

Bill Banchs, President and CEO-Scottsdale Cultural Council
Update on Cultural Council Strategies and Programs
Staff contact: Kathy O'Connor, Tourism Development Manager

6. Proposed Competitor Group 2010 PF Chang Rock 'n' Roll Marathon Agreement

Commission discussion and possible action regarding recommended TDC event support recommendation to City Council. (Attachment No. 6, 6a)

Bruce Skinner, Competitor Group, Brent DeRaad, Executive Vice-President SCVB

Staff Contact: Steve Geiogamah, Tourism Development Coordinator

Motion by Commissioner Birchler; Seconded by Commissioner Richard. Motion approved 5-0.

7. Findings and Implications of the 2009 Leisure Visitor Inquiry Study

Staff report and Commission discussion. (Attachment No.7, 7a)

Staff Contact: Steve Geiogamah

8. 5% Bed Tax Increase Ballot Form and Non-Destination Marketing Portion of Bed Tax

If the new rate and destination marketing allocation of 50% of the total is approved by the voters, does the Commission want to consider a possible future agenda item to recommend potential options to City Council regarding the remaining non-destination marketing 50% portion of the 5% bed tax revenue. (Attachment No. 8)

Staff Contact: Kathy O'Connor

9. Identification of Future Agenda Items

The public body may not discuss, deliberate, or take legal action on any matter in the "Identification of Future Agenda Items" unless the specific matter is properly noticed for legal action.

10. Public Comment

Citizens may address the members of the Tourism Development Commission during "Public Comment." This time is reserved for citizen comments regarding non-agendized items.

However, Arizona State law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

11. Adjournment 10:04 a.m.

Next scheduled meeting is December 15, 2009



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